



**Stephen Ratpojanakul**

Head of Digital Strategy Group  
High-Tech, Manufacturing & B2B



**1**

Evolution of B2B customer journeys

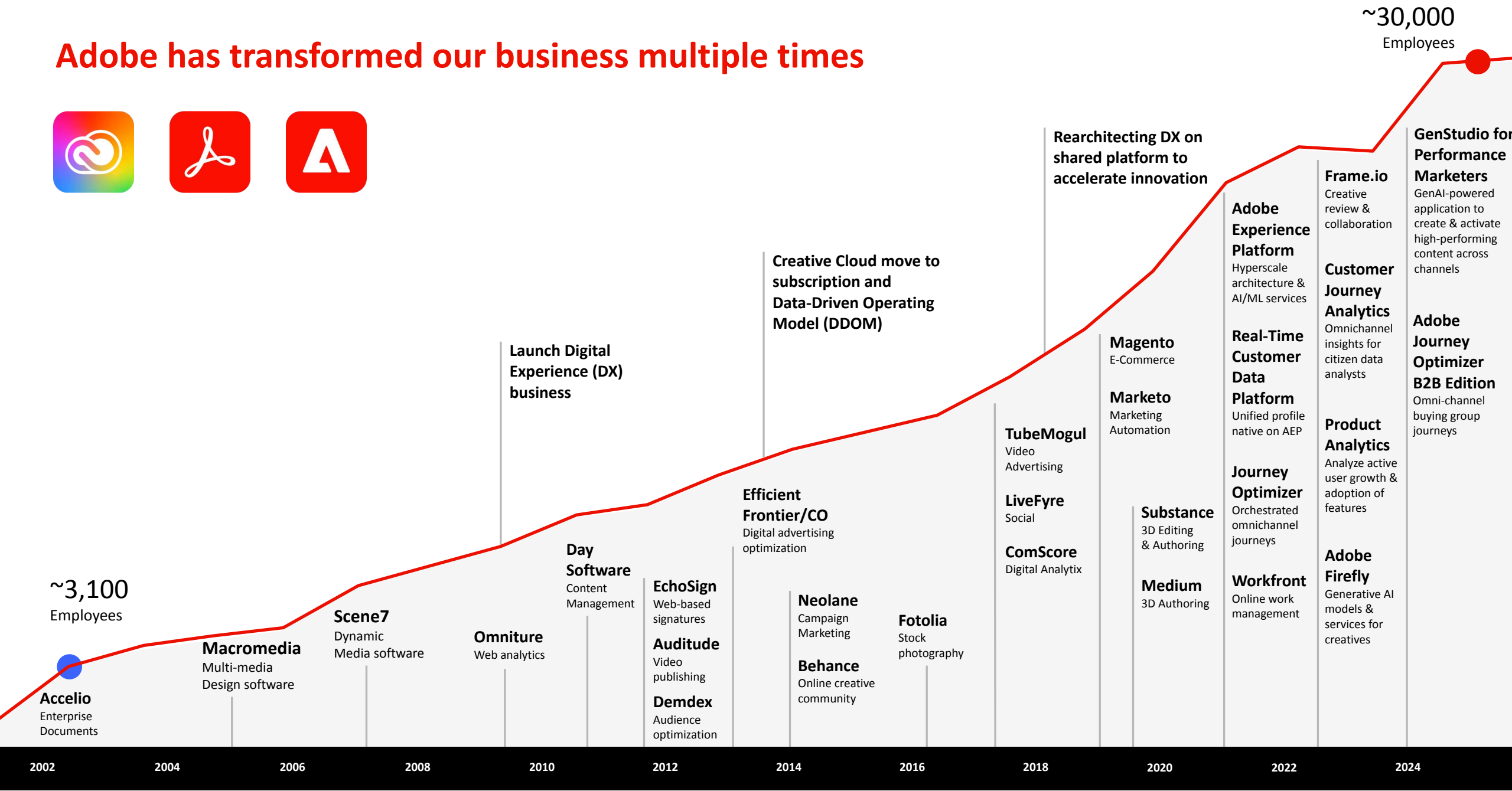
**2**

Creating successful marketing-sales alignment for long-term growth

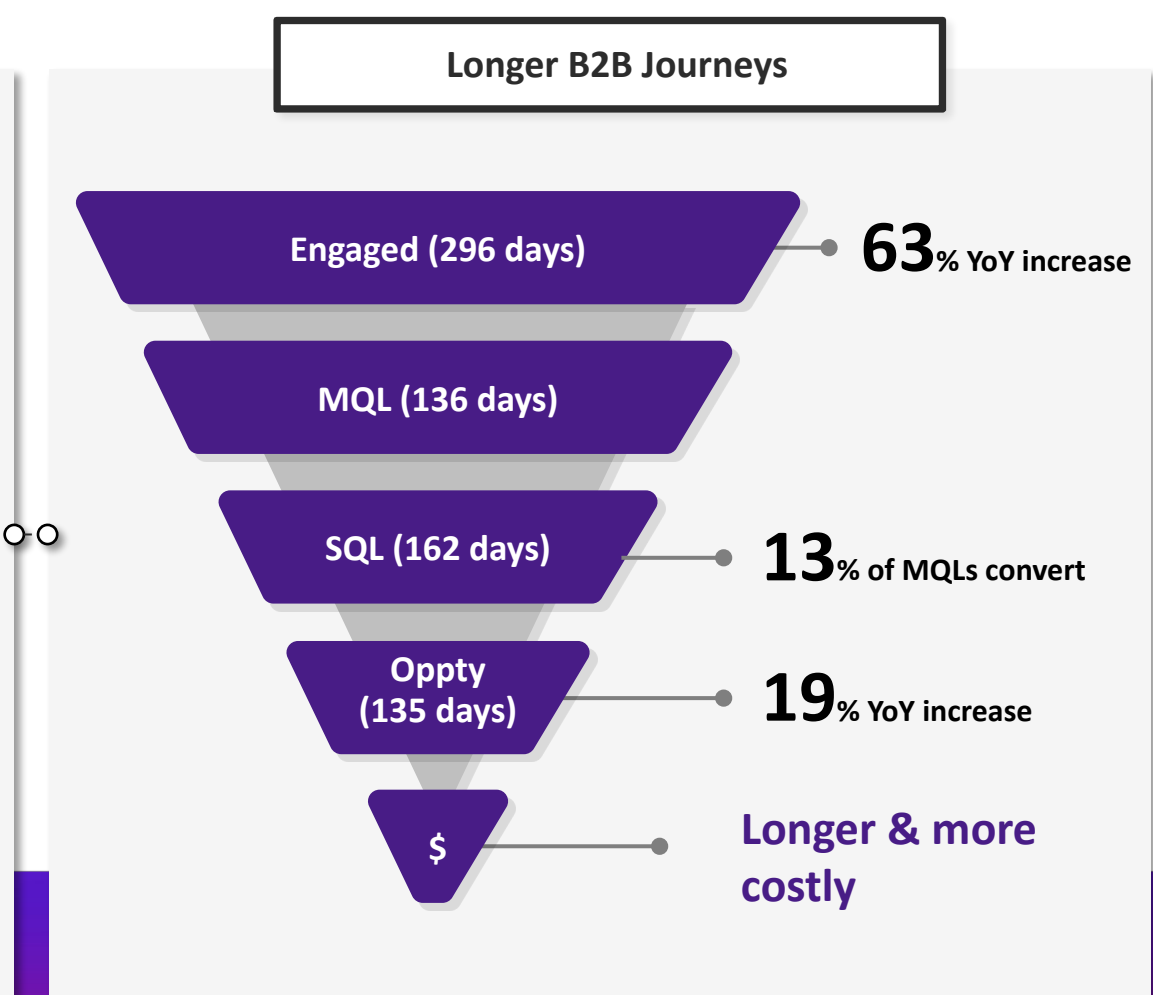
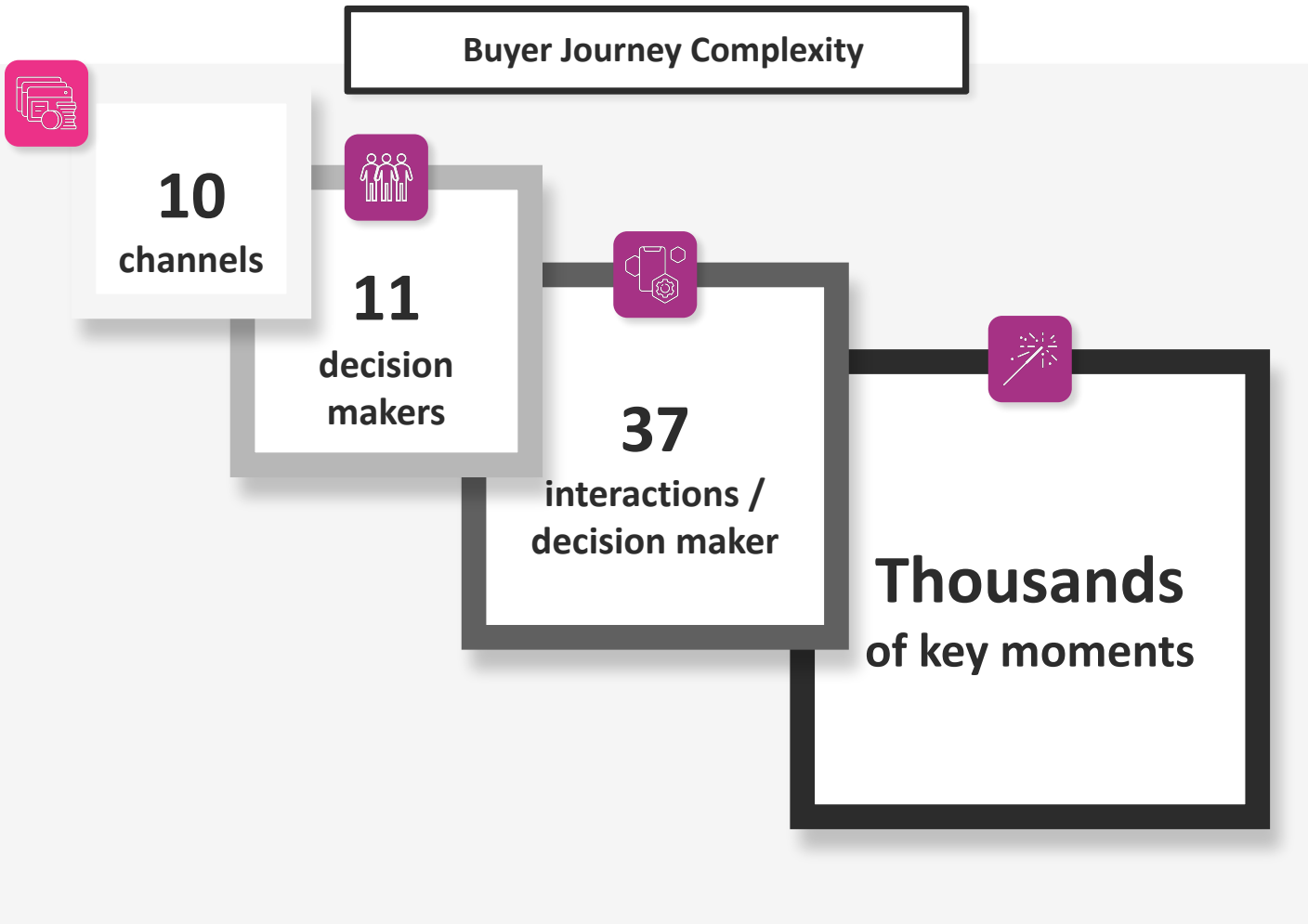
**3**

Q&A

# Adobe has transformed our business multiple times



# B2B customer journeys are becoming longer and more complicated



Sources: Adobe Digital Insights, 2023 vs. 2024; Gartner, The B2B Buying Journey; McKinsey & Company, Global B2B Pulse; IDC, B2B Technology Buyer Survey; Forrester, B2B Buying Survey

Source: Adobe Marketo Engage

# Continuously evolving B2B customer expectations are not being met

Buyers expect relevant content

84%

“a good experience is a personalized experience.”

They want to do business on their terms

80%

supplier-buyer interaction in digital channels by 2025.

70%

“content that speaks directly to our company” - “very important.”

>55%

of Millennial and Gen Z B2B buyers prefer self-service.

..however, most buyer expectations remain unmet

- 3.6/5 – ease of finding persona relevant resources
- 40% of execs did not find tailored online experience



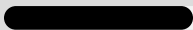
80%  
switched vendors unable to meet expectations







Sources: Forrester; Demand Gen Report; Gartner

Source: Adobe 2024 Buying Group CX Assessment; Accenture

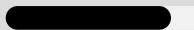
# Lack of coordination between marketing and sales results in lost revenue







**Marketing**

**BODÉA INC.** Completion Score  62%

 <b>Marketing SVP Martin Lakes</b> Decision Maker	 <b>Finance Director Martha Speck</b> Decision Maker
 <b>IT Director Jamie Morton</b> Decision Maker	 <b>Marketing Director Amy Smith</b> Influencer
 <b>Financial Planning Director</b> <b>No contact</b> [no email yet]	 <b>Marketing Manager Laura King</b> Practitioner

**Sales**

**BODÉA INC.** Completion Score  50%

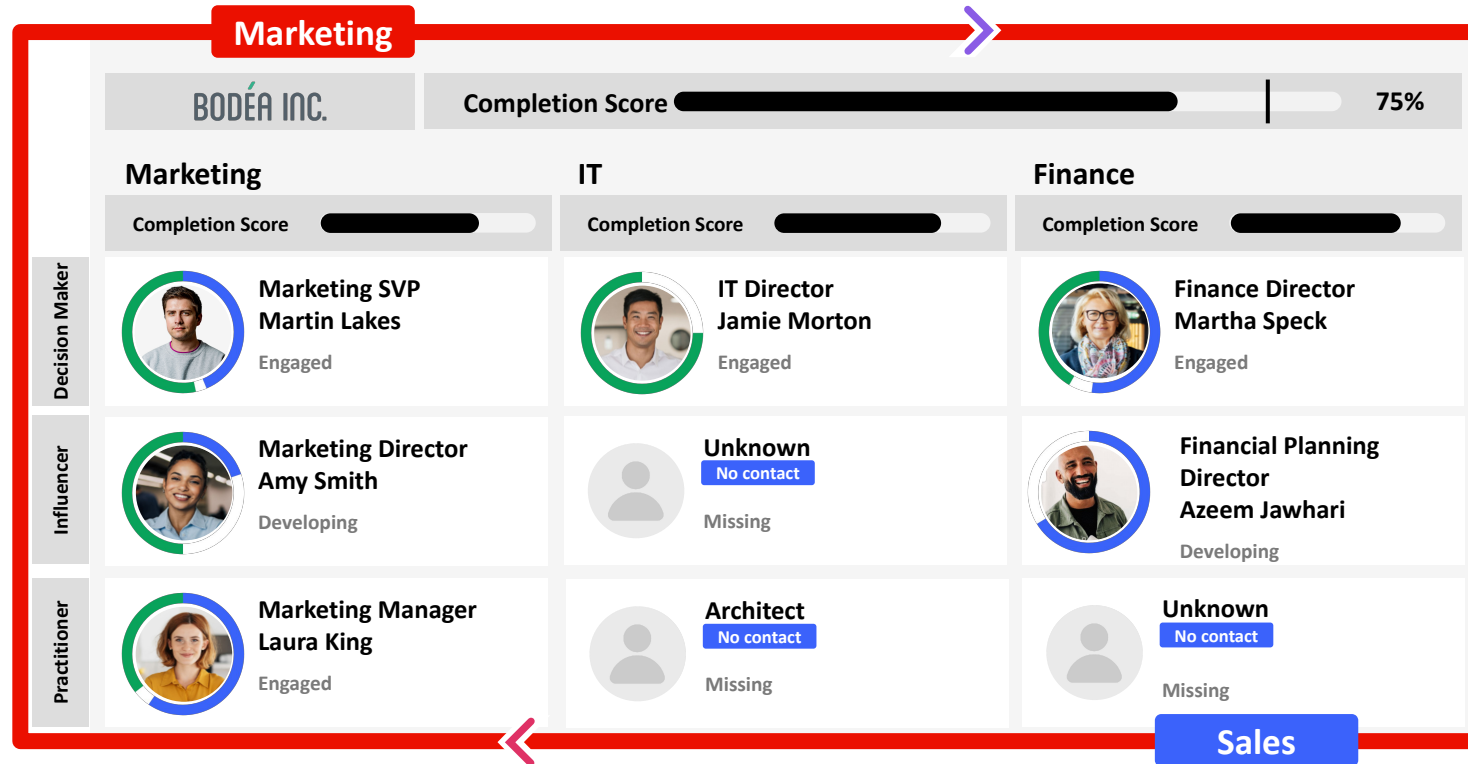
 <b>Marketing SVP Martin Lakes</b> Decision Maker	 <b>Finance Director Martha Speck</b> Decision Maker
 <b>IT Director</b> <b>No contact</b> [no email yet]	 <b>Marketing Director Amy Smith</b> Influencer
 <b>Financial Planning Director Azeem Jawhari</b> Influencer	 <b>Marketing Manager Laura King</b> Practitioner

Causes lost leads and hinders sales



**There has got to be a better way.**

# Stronger coordination between marketing and sales drives increased revenue



Generates quality leads and boosts sales

# Companies who organize around buying groups see strong results

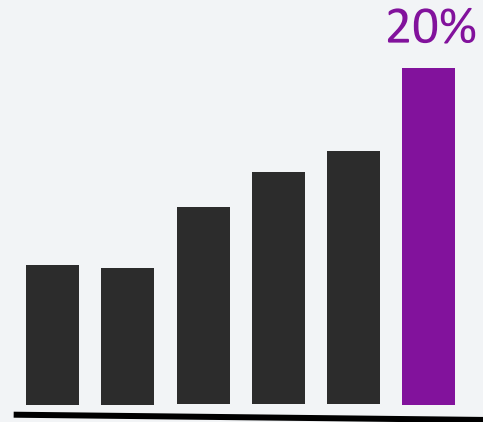


**24%**

Increased pipeline velocity YoY

**50%**

Reduction in Lost Opportunities



**20% increase**  
in actionable sales pipeline

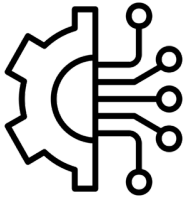


**6%**

Stronger conversion of opportunities sent to sales

# To achieve better results, B2B leaders are aligning sales and marketing in 3 ways

1



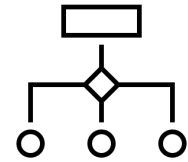
Shifting to a **buying group-centric** approach

2



Ensuring **data readiness** for accurate insights

3



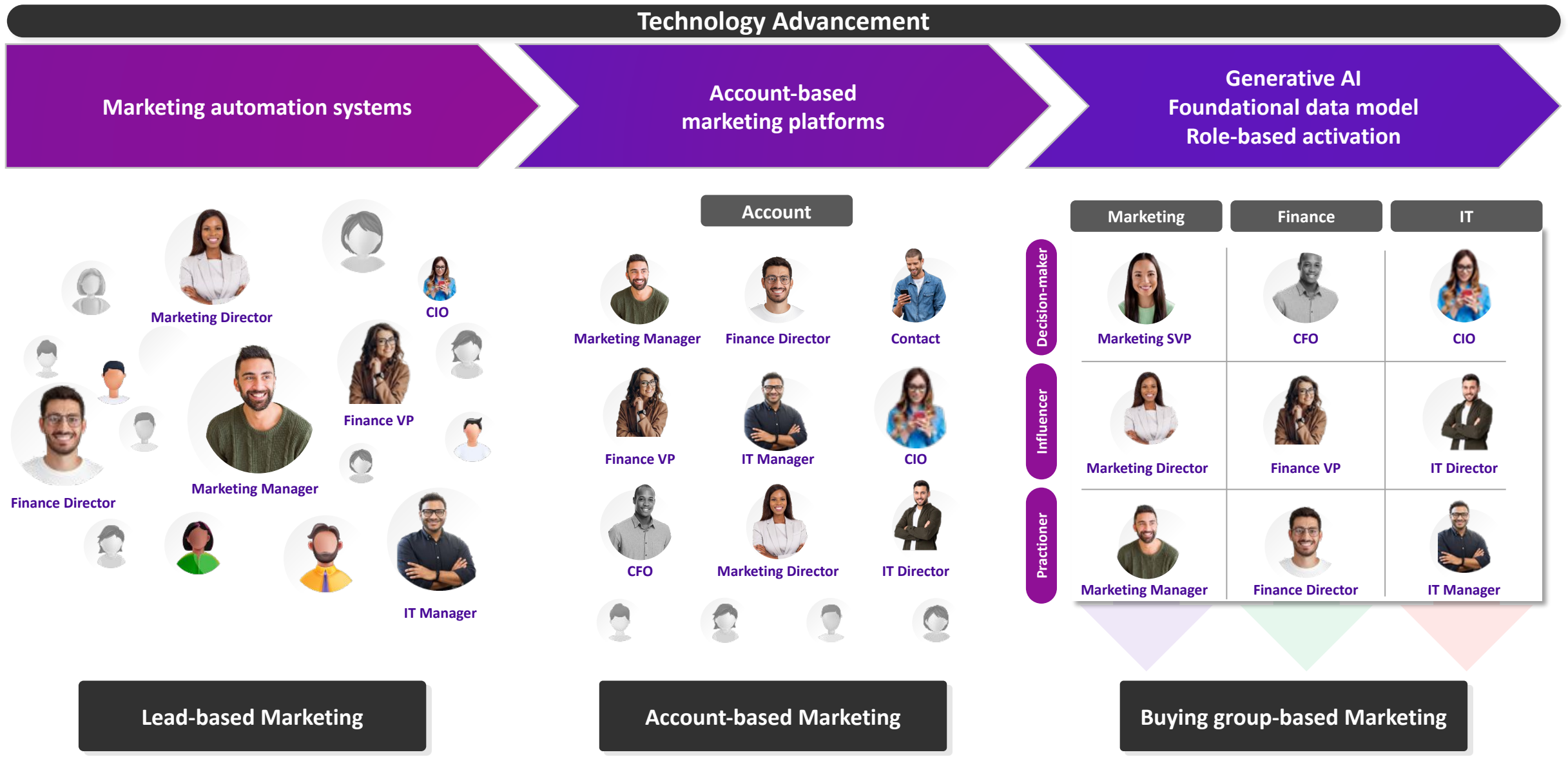
Operating as **one revenue team**




# Buying Groups

*Shifting to a buying group-centric approach*


# Buying Groups can augment lead-based and account-based marketing programs




# Buying group journey engages multiple stakeholders with role-specific content

**Kyron, Townsend IT Dir.**  
Tasked with migrating network management to the cloud



**Sam, Townsend Operations VP**  
Attending Altura Summit to learn about cloud-based networking



**Jess, Townsend Chief Financial Officer**  
Looking to minimize tech spend

Digital Capabilities

Collect real-time data and tailor experiences reflective of site and live event behavior

Leverage GenAI to identify the buying group and offer self-service engagement, webinar, personalized content, and live sponsorship event invite

Predicting buying intent with intelligent omnivEHICLE tracking & Buying Group completeness with POI scoring

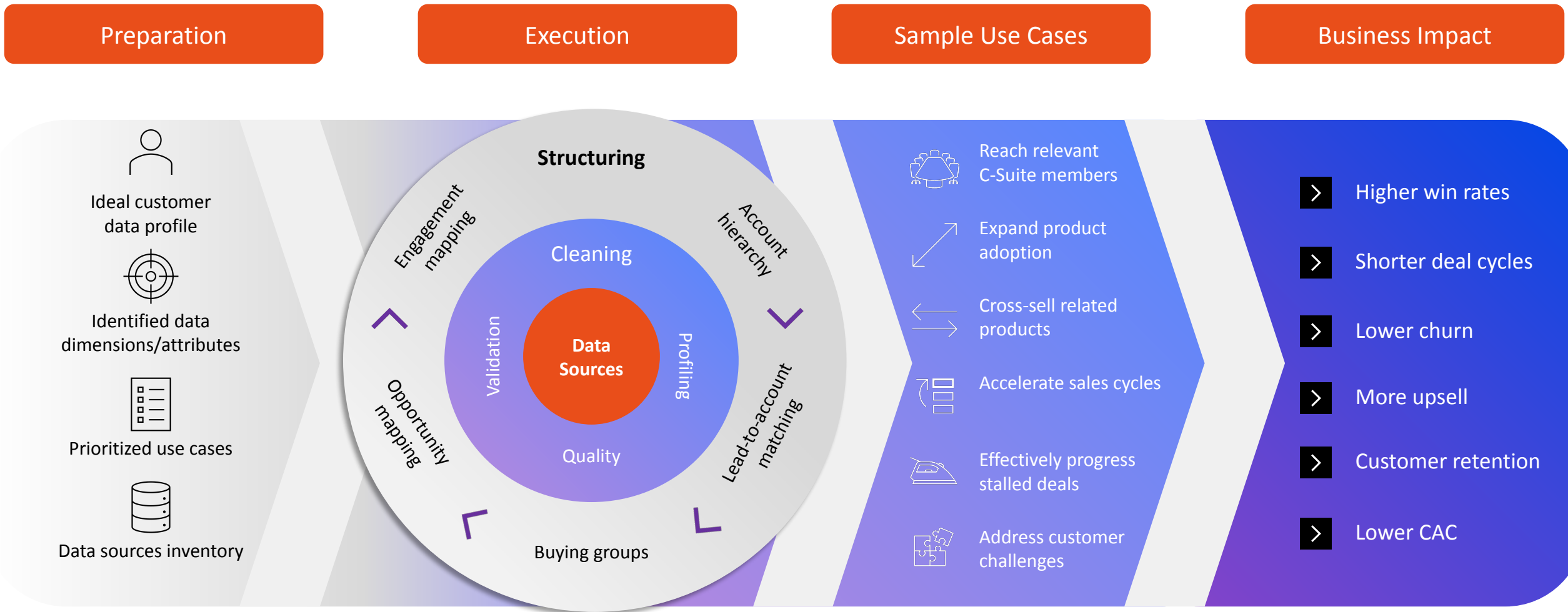
Capture product analytics on usage and engagement; Next best action/offer



# Data Readiness

*Ensuring data readiness for accurate insights*

# Data readiness is foundational for consistent marketing-sales partnership



# B2B data readiness can be achieved over 4 phases

## Phase 1: Identify

Preparation

- > Identify priority customer outcomes
- > Define use cases, sources & attributes, and ERD

## Phase 2: Perform

Execution -  
Cleaning

- > Shape data for quality output
- > Profile, de-duplicate, enrich, and stitch

## Phase 3: Establish

Execution -  
Cleaning

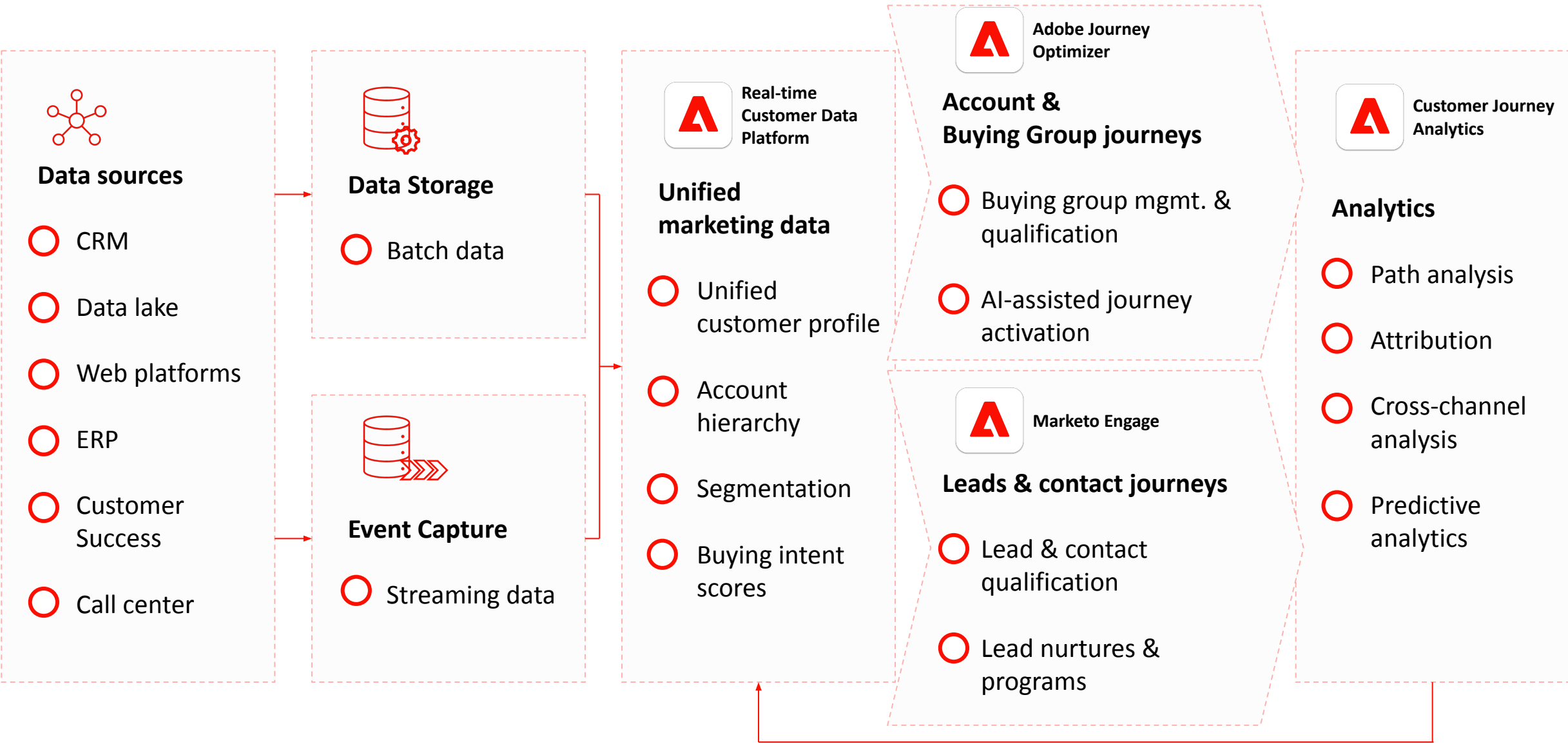
- > Establish data hygiene to reduce data debt
- > TTL policies, refresh schedule, profile & segment scope

## Phase 4: B2B

Execution -  
Structuring

- > Structure for B2B: account hierarchy, lead-to-account
- > Define buying group scorecard  fill in target personas
- >  create role-based content  orchestrate BG journeys

# Technology stack purpose built for B2B to optimize data readiness





# Operating Model

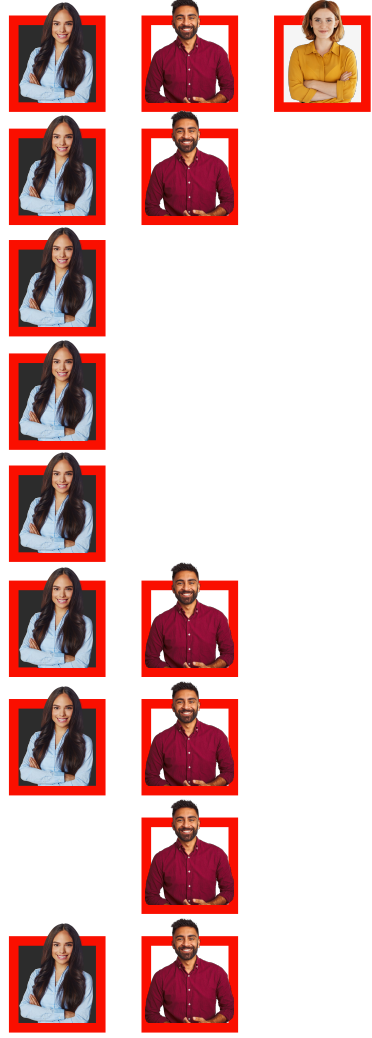
*Operating as one revenue team*

# New operating model brings tighter collaboration throughout the customer journey

## Opportunities

Target Accounts
Target Opportunities
Detected
Engaged
Prioritized
Qualified
Pipeline
Won

Marketing   Sales   Product



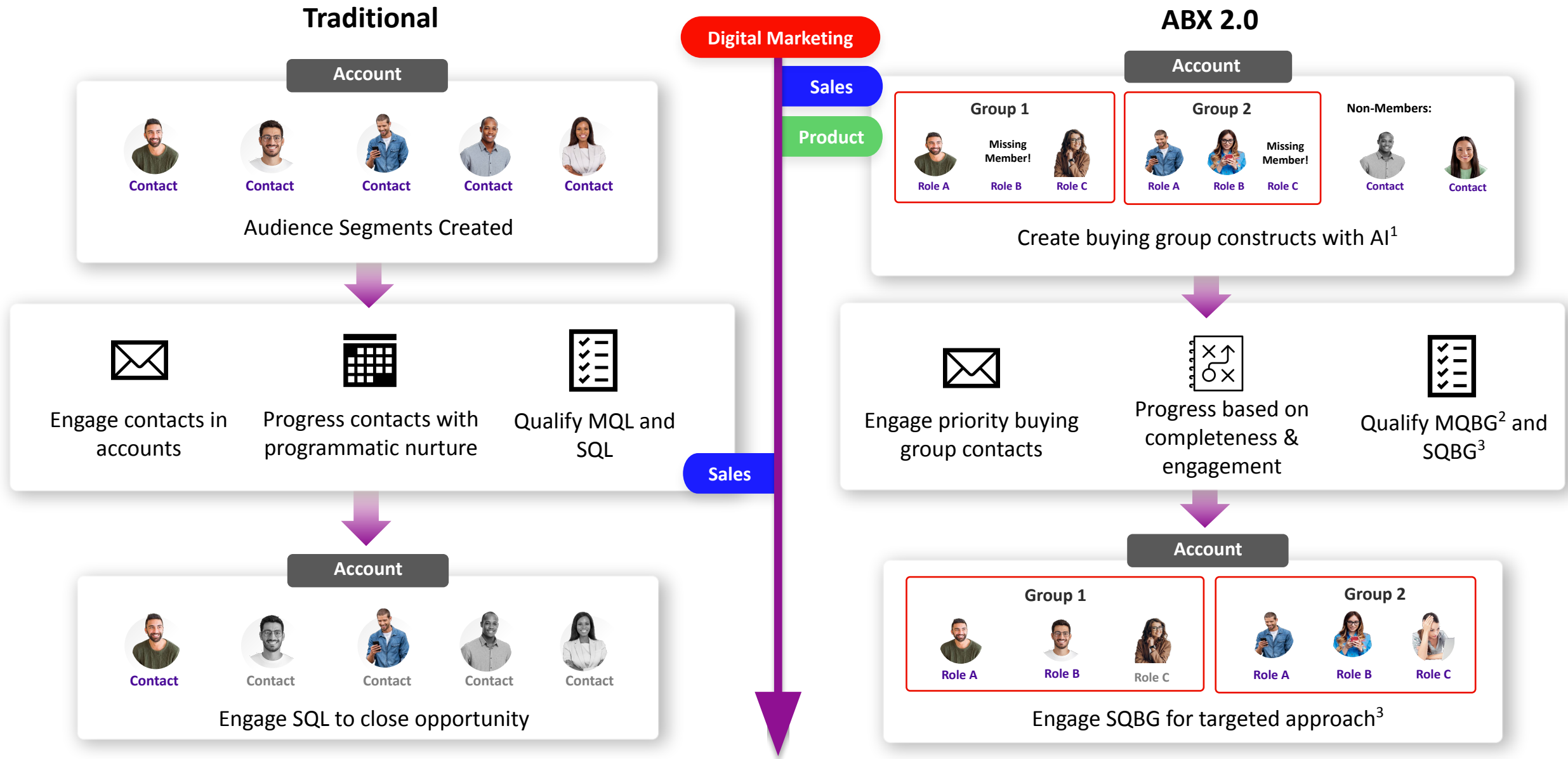
## Key actions

- 1 – Define target market
- 2 – Create awareness and detect buying groups
- 3 – Attract and engage buying group members
- 4 – Finalize and prioritize buying groups
- 5 – Qualify early-stage opportunities
- 6 – Validate needs and accelerate opportunities
- 7 – Drive deals to close

## Revenue team alignment

- Marketing, sales and product teams partner to identify target accounts
- Marketing and sales partnership to identify opportunities in target accounts
- Marketing highlights opportunities displaying signs of interest
- Marketing recognizes opportunities with at least one buying group member engaged
- Marketing engages sales for joint opportunity assessment
- Marketing and sales co-engagement
- Sales progresses pipeline
- Sales and marketing celebrate together

# Alerting sales to marketing qualified buying groups increases effectiveness

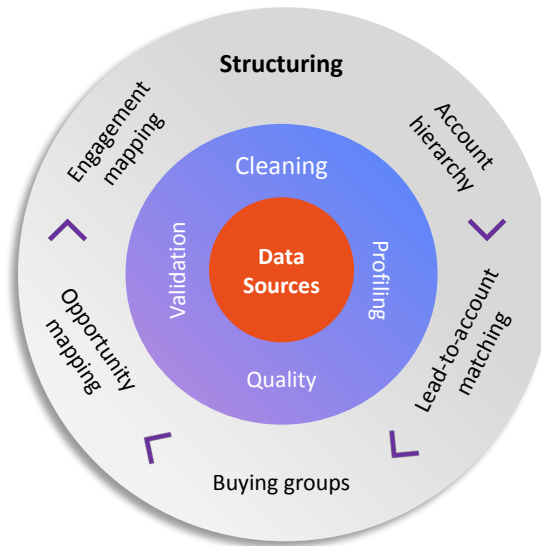


# Takeaways to get started with buying groups

Align revenue teams and deliver growth with ABX 2.0



**Buying groups unlock marketing-sales alignment**



**Data Readiness is a prerequisite for buying groups**

**Marketing**



**Sales**



**Product**



**Marketing Qualified Buying Groups**

**A new operating model is needed**

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March 17-20, 2025

Las Vegas

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